EXHIBIT 5

1 (1 to 4)

	UNITED STATES DISTRICT COURT	1	APPEARANCES
	NORTHERN DISTRICT OF CALIFORNIA	2	ON BEHALF OF THE ADVERTISER PLAINTIFFS and
	SAN FRANCISCO DIVISION	3	PUTATIVE CLASS:
	х	4	AMANDA LAWRENCE, ESQUIRE
	MAXIMILIAN KLEIN, et al., on :	5	BRIAN DUNNE, ESQUIRE
	behalf of themselves and all :	6	SCOTT SCOTT
	others similarly situated, : Case No.	7	156 South Main Street
	Plaintiffs, : 3:20-cv-08570-JD	8	P.O. Box 192
	v. :	9	Colchester, Connecticut 06415
0	META PLATFORMS, INC., a :	10	860.531.2645
1	Delaware corporation :	11	
2	headquartered in California, :	12	ON BEHALF OF THE DEFENDANT:
3	Defendant. :	13	SONAL MEHTA, ESQUIRE
4	х	14	ANDREW WAKS, ESQUIRE
5		15	WILMER CUTLER PICKERING HALE & DORR, LLP
6	Videotaped Virtual Deposition of	16	2600 El Camino Real
7	KEVIN KREITZMAN	17	Suite 400
8	Monday, October 2, 2023	18	
9	9:08 a.m. CST	19	
0		20	
!1			ALSO PRESENT:
	Job No.: 509154	22	
	Pages: 1 - 255	23	•
	Reported Stenographically by: Tiffany M. Pietrzyk, CSR RPR CRR	24 25	
		2	
	Videotaped virtual deposition of KEVIN	1	CONTENTS
	KREITZMAN, pursuant to notice, before Tiffany M.	2	EXAMINATION OF KEVIN KREITZMAN PAGE
	Pietrzyk, a Certified Shorthand Reporter in the	3	By Ms. Mehta 6
	States of Illinois, Texas, and California, Registered Professional Reporter, Certified Realtime	5	EXHIBITS
	Registered Professional Reporter, Certified Realtime Reporter, and a Notary Public in and for the State	6	
	reporter, and a wotary rublic in and for the State of Illinois.	7	(Attached to transcript.) DEPOSITION EXHIBITS PAGE
(or illimory.	'	DELOGITION EXHIBITS FAGE
		R	Exhibit 33 Expert Report of Kevin 68
		8	Exhibit 33 Expert Report of Kevin 68 Kreitzman. dated 7/7/23
		9	Kreitzman, dated 7/7/23
0		9	Kreitzman, dated 7/7/23 Exhibit 34 Expert Reply Report of Kevin 68
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0 1 2		9 10 11	Kreitzman, dated 7/7/23 Exhibit 34 Expert Reply Report of Kevin 68 Kreitzman, dated 9/15/23 Exhibit 35 Yardstick Index Selection 105
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9 (33 to 36)

	n October 2, 2023
33	35
1 company earning a high economic profit over a long	1 is that earning economic profit over a nontransient
2 period of time, you know, to me, is an indication	2 period of time.
3 that this company has market power in order to do	Q. Right. But what I'm getting at is, is that
4 that.	4 economic profit just anything that's net positive,
5 Q. Okay.	5 or is there some numerical threshold above zero?
A. That's just, again, a definition.	6 A. Again, I haven't seen any definitions that,
Q. Right. But what I'm getting at is you've	7 you know, quantify, you know, more than 2 percent or
8 said you haven't formed that opinion and then you	8 3 percent or no, I've never seen that.
9 keep telling me that, in general, that's how it	9 Q. With respect to your understanding of it, is
10 works. Let's talk first about your opinions in this	10 it your understanding then in that case where you're
11 case and then we'll talk about that in general.	11 talking about an economic profit over a nontransient
With respect to your opinions in this case,	12 period of time, that that simply means a positive
13 you have not offered an opinion that Meta has market	13 profit, meaning something above zero?
14 power or monopoly power; correct?	14 A. Yes. I mean, practically, if it's a tiny
15 A. Correct. My opinion was simply here is the	15 little bit, if it's a tenth a percent above zero,
16 amount of economic profits of Meta. Here is the	16 there's probably not going to be a rush to enter
17 amount of economic profits of the yardstick. And	17 that into (audio distortion.)
18 here is the difference.	18 Although someone might, you know, still
19 Q. Okay. Now let's talk about the general	19 expand their business a little bit. So no, again, I
20 principles. As I understand your testimony, you're	20 don't have a particular number. I've never looked
21 saying, as a matter of Economics 101, if a firm	21 at it that way.
22 consistently has or in the long run has economic	22 Q. So okay. So I just want to again make
23 profits, then that is an indication that they have	23 sure that we're clear about this for the record. So
24 market power or monopoly power; is that right?	24 then if the judge and the jury in this case wanted
25 A. Yeah, again, in the you know, the term	25 to know what the numerical threshold is for there to
34	36
1 'monopoly power," again, to the extent that's used	1 be a positive economic profit or an economic profit
2 as a synonym to "market power," used as a synonym to	2 for a nontransient period of time, do you have a
3 the ability to earn economic profits, then if I say	3 numerical threshold to offer to them?
4 one, then I'm saying all three. It's got economic	4 MS. LAWRENCE: Object to form.
5 profits.	5 A. You know, again, I'm just I just did the
6 Q. Now, if the judge and the jury in this case	6 calculations of what the economic profit is.
7 wanted to know how many years a firm has to have	7 Q. So I take it the answer to that question was
8 economic profit in order to have that market power,	8 no?
9 do you have an answer for them?	9 A. No, I don't have a not not giving any
10 MS. LAWRENCE: Object to form.	10 guidelines as to what the cutoff point would be.
11 A. No, I've never I've never done that.	11 Q. Let's talk about some of the economic
12 I've never come to any conclusion that there is some	12 some of the foundational economic principles and
13 finite period of time that is a threshold for that	13 make sure that you and I are on the same page about
14 determination.	14 them before we dig into your EPR analysis.
15 Q. Now, you also said that a firm has to have	Would you agree with me that as a matter of
16 an earn economic profit over that consistent period	16 economics, high profits or net positive profits can
17 of time.	17 exist even for years for reasons unrelated to

18 Is there a numerical threshold for how much
19 economic profit a firm has to have for whatever that
20 consistent period of time is, or is it just anything
21 above zero?
22 MS. LAWRENCE: Object to form.
23 A. Again, I'm just -- I'm just going with a
24 standard definition I've seen in economics as to
25 what market power is. The definition that I've seen

17 exist even for years for reasons unrelated to
18 anticompetitive conduct?
19 A. Yes.
20 Q. Would you agree with me that Meta could have
21 had higher profits than the yardstick firms because
22 they offered a superior product?
23 MS. LAWRENCE: Object to form.
24 A. Again, there's a lot -- a lot of reasons why
25 companies have persistent market power.

10 (37 to 40)

1 Q. Right. And this particular case, you'd 2 agree with me that Meta could have had higher 3 profits than the yardstick firms because it offered 4 a superior product to those than those firms; 5 right? 6 MS. LAWRENCE: Object to form. 7 A. Okay. So let me kind of back up a little 8 bit. And what I did was I calculated the amount of 9 economic profits earned by Meta. I didn't I 10 didn't go in and evaluate whether this was a result 11 of legal or illegal content. I have no opinion on 12 that. 13 Q. Okay. So fair. So you're saying you have 14 no opinion as to what the cause was for Meta's 15 the higher profit that you calculated that Meta had; 16 is that fair? 17 A. That's fair. 18 Q. Now, stepping back, you'd agree with me that 19 it is possible that one of the reasons that Meta had 20 higher profits than the yardstick firms, is they had 21 a superior product; right? 2 possible like you know 3 A. Yeah. 4 Q some like crazy outlier possibility. 5 I'm asking you about real-world economic 6 dynamics that you are an expert in. So let's 8 be reasonable about what the bounds are of 9 possibility. That's what I'm asking you to do. 10 A. Yeah. 11 Q. You understand that in different industries, 12 that a company can have higher economic profits than 13 the yardstick firms because it has a superior 14 product; right? You've seen that? You know 15 that's 16 (Indiscernible crosstalk.) 17 MS. LAWRENCE: Object to form. 18 A. You know, again, I don't I have not 19 analyzed the reasons for economic profits being 20 higher than something else or greater than zero. 21 Q. So you can't tell the judge and the jury in 22 this great that Meta's a wall let me prut it this
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21 a superior product; right? 21 Q. So you can't tell the judge and the jury in
100 MS I AM/DENCE: Object to torm
22 MS. LAWRENCE: Object to form. 22 this case that Meta's well, let me put it this
23 A. You know, anything is possible. 23 way.
24 Q. And you haven't analyzed that and ruled that 24 You have no opinion with respect to whether
25 out; right? 25 or not Meta's higher profits in this case resulted
38 40
1 MS. LAWRENCE: Object to form. 1 from superior product quality; right?
2 A. Again, I haven't I haven't analyzed and 2 A. No, I have no opinion on that.
3 tried to assign the reasons for economic profits. I 3 Q. And so you can't suggest to the judge and
4 looked and measured and calculated the economic 4 jury that Meta's higher profits aren't caused by
5 profits. 5 higher product quality, can you?
6 Q. You have not you would agree with me that 6 MS. LAWRENCE: Object to form.
7 it's possible that Meta could have had its higher 7 A. Again, I have not tried to isolate sources
8 economic profits as a result of superior management 8 of economic profits. I calculated what they were.
9 quality; right? 9 Q. And is that also true for superior
10 MS. LAWRENCE: Object to form. 10 management quality? You have not analyzed whether
11 A. Again, I have not I have not done any
12 analysis of the source of the economic profits. And 12 of superior management quality; correct?
13 when you say something is possible, I think you can 13 A. Again, I have not done that analysis.
14 say, you know, anything is possible. I haven't 2. So you can't say that that's not the cause
15 seen seen or analyzed any evidence of this. 15 for the higher profits; right?
16 Q. Correct. So 16 MS. LAWRENCE: Object to form.
17 (Indiscernible crosstalk.) 17 A. I've I have not done that analysis, so
18 A theoretical, you know, if you know, 18 I'm not I'm not going to give opinions on things
18 A theoretical, you know, if you know, 19 what almost anything you can say, you can say 20 well, that's possible. 18 I'm not I'm not going to give opinions on things 19 I haven't done, no. 20 Q. Okay. It's also true then that you haven't
18 A theoretical, you know, if you know, 19 what almost anything you can say, you can say 18 I'm not I'm not going to give opinions on things 19 I haven't done, no.
18 A theoretical, you know, if you know, 19 what almost anything you can say, you can say 20 well, that's possible. 18 I'm not I'm not going to give opinions on things 19 I haven't done, no. 20 Q. Okay. It's also true then that you haven't
18 A theoretical, you know, if you know, 19 what almost anything you can say, you can say 20 well, that's possible. 21 Q. Well, let's but let's be real here. I 18 I'm not I'm not going to give opinions on things 19 I haven't done, no. 20 Q. Okay. It's also true then that you haven't 21 analyzed whether or not Meta's higher economic
18 A theoretical, you know, if you know, 19 what almost anything you can say, you can say 20 well, that's possible. 21 Q. Well, let's but let's be real here. I 22 mean, you are you are saying that you are an 18 I'm not I'm not going to give opinions on things 19 I haven't done, no. 20 Q. Okay. It's also true then that you haven't 21 analyzed whether or not Meta's higher economic 22 profits are a result of superior human capital;

11 (41 to 44)

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41			43
economic profits.	1	A. There was nothing to adjust. The economic	
O. So that's true for superior human capital as	2	profits are based on the cash flows. The cash flows	

- well; right?
- A. Yes. Q. And that's also true for -- well, let me ask
- the question more completely.
- You have not analyzed whether or not Meta's
- higher profits could be attributable to or caused by
- effective product differentiation; correct?
- A. Okay. So kind of the same answer again. I
- 11 did not -- I did not go through and try to assign
- 12 sources of economic profits to the risk factors.
- Q. Right. And that's true for product
- 14 differentiation as a potential cause for higher
- 15 profits; right?
- 16 A. Yes, I have not -- I have not done that 17 analysis.
- 18 Q. And you have not analyzed whether or not
- 19 Meta's higher profits result from wise investment
- 20 and product innovation; right?
- 21 A. I haven't done that analysis.
- Q. And you have not analyzed whether or not
- 23 Meta's higher profits might result from alleged
- 24 anticompetitive conduct unrelated to the advertiser
- 25 plaintiffs' claims; right?

- in, the modern capital, these other factors, so
- 4 there were no adjustments to make for any of those
- 5 factors in my calculations.
- Q. And then with respect to your selection
- 7 criteria, did you specifically adjust for or design
- 8 for your selection criteria to select firms that
- 9 were comparable to Meta on those dimensions that I
- 10 just mentioned: Superior product, superior
- 11 management quality, superior human capital, product
- 12 differentiation, or product innovation?
- A. No, and I guess we're assuming that all
- 14 these things were superior. I didn't look at them
- 15 at all, so I didn't say that -- again, I did not
- 16 look at the source. I calculated the economic 17 profits.
- Q. Okay. But what I'm asking is, those five
- 19 criteria that I just mentioned: Product quality,
- 20 management quality, human capital, product
- 21 differentiation, and innovation, those are not
- 22 criteria that you adjusted for in your selection
- 23 criteria in order to select firms that were
- 24 comparable to Meta on those five dimensions;
- 25 correct?
- A. I have not done that analysis. A. No, those were not in the -- we had -- I
- Q. Now, you also have not analyzed whether or
- not Meta's ad revenues could be -- so I'm setting
- aside profits for a moment.
- A. Yeah.
- Q. I'm talking about ad revenues.
- You have not analyzed whether or not Meta's
- 8 ad revenues are attributable to factors like
- 9 superior product, superior management quality,
- 10 superior human capital, product differentiation, or
- 11 innovation; correct?
- 12 A. Yes. Once again, I did not -- I did not
- 13 look for sources of economic profits. I calculated
- 14 what they were.
- 15 Q. Right. But I'm talking about ad revenues
- 16 right now. You have not analyzed whether or not or
- 17 the extent to which Meta's ad revenues are driven by
- 18 those factors; correct?
- A. Again, I did not look at that, yes.
- 20 Q. And is it also fair to say that in your
- 21 economic profit analysis, you did not adjust your
- 22 calculations to account for those factors: Superior
- 23 product, superior management quality, superior human
- 24 capital, product differentiation, or product
- 25 innovation?

- 42
 - think we were very clear on what the six criteria
 - were. So if it wasn't one of those, then it's -- it
 - wasn't one of the selection criteria.
 - Q. Right. And what I guess I want to be very
 - clear about so that there's no confusion down the
 - road is, the five criteria I just mentioned, product
 - quality, management quality, human capital, product
 - innovation, and product differentiation, those are
 - 10 not in the six criteria that you selected for;

 - A. Well, I mean, in order to have criteria,
 - 13 they need to be things that you can measure and can
 - 14 get information on.
 - Q. Right. And so they were not part of your
 - 16 six selection criteria?
 - 17 A. No.
 - 18 Q. Is that right?
 - A. Well, no, there would be no practical way to 19
 - 20 say management quality.
 - 21 Q. Okay. So --
 - A. Yeah. To me, it's an odd question because 22
 - 23 I'm not using criteria that couldn't be used.
 - Q. Yeah, because of the way the question was
 - 25 asked -- this is on me -- the transcript might be a

12 (45 to 48)

	- Cetober 2, 2023	477
1 little muddy. So I want this to be clear. I'm	1 A. Correct.	47
2 gonna try to ask it in a way where you can answer it	A. Correct. Q. Now, is it also fair, then, that nothing in	
3 and it will be very clear what the answer is.	3 your opinion excludes the possibility that those	
So the five criteria that I just mentioned,	4 factors, product quality, management quality, human	
5 product quality, management quality, human capital,	5 capital, product differentiation, and product	
6 product differentiation, and product innovation, 7 those are not criteria that you used to select the	6 innovation, are the cause for Meta's profits? 7 MS. LAWRENCE: Object to form.	
8 comparable firms; is that correct?	8 A. Okay. So, again, the calculation, it's	
9 A. Yeah. Those are not criteria that could be	9 I'm gonna give the same answer no matter what the	
10 used.	10 cause was. It's	
11 Q. And the reason you're saying that is because	11 Q. Right. My	
12 those are qualitative and not quantitative criteria;	_ · · · · · · · · · · · · · · · · · · ·	
13 is that your testimony?	12 A. Yeah, so it's it's the profits compared 13 to the weighted average cost of capital. So those	
1	14 things wouldn't be included in a calculation in	
14 A. Let me think if that is you can put it		
15 that simply. Well, they're not things that could 16 be there would be no basis for reasonably	15 the estimation of economic profits.	
16 be there would be no basis for reasonably 17 estimating them.	16 Q. Right. But let's go back to my question. 17 Given what you just said, nothing in your opinion	
■	18 would exclude the possibility that those other	
18 Q. Okay. Now, apart from the selection 19 criteria, so I know your selection criteria did not	19 factors, product quality, management quality, human	
_ 		
20 factor those five things in. Apart from that, did 21 your economic profits analysis factor in or adjust	20 capital, product differentiation, and product	
1 7	21 innovation, are the cause for Meta's profits; right?	
22 for the five criteria that I just mentioned,	MS. LAWRENCE: Object to form.	
23 superior product or product quality, management	23 A. Again, I didn't just find anything as to the	
24 quality, human capital, product differentiation, or	24 cause of the economic profits. I measured what they	
25 product innovation, in any way?	25 were. So	40
1 MS. LAWRENCE: Object to form.	1 Q. Right. So your opinion doesn't exclude the	48
2 A. Again, it's a calculation. And it's a	2 possibility that those would be the causes; right?	
3 calculation of the profits earned by Meta or	3 A. No, my opinion is just what the economic	
4 whatever company compared to its cost to capital.	4 profits are.	
5 Those are the things that are used for calculating	5 Q. And is it also true that your opinion does	
6 economic profit. There's no adjustments to make	6 not exclude the possibility that the excess economic	
7 anywhere. The economic profit is what it is	7 profits, or the higher economic profits that you	
8 regardless of the source.	8 calculate relative to the yardsticks are caused by	
9 Q. Okay. Maybe I can ask the question a little	9 those other five factors?	
10 bit differently. I think I understand what you're	10 A. Kind of the same answer again. I didn't	
11 saying.	11 I did not do any analysis as to what was the cause	
12 In your identification of the yardstick	12 of economic profits or excess economic profits.	
13 firms, did you make any adjustments or otherwise	13 Q. Now, going, again, back to sort of your	
14 consider product quality, management quality, human	14 understanding of the foundational economic	
15 capital, product differentiation, or product	15 principles, you would agree with me that it is	
16 innovation in selecting those comparable firms?	16 possible for firms in competitive industries to have	
17 MS. LAWRENCE: Object to form.	17 positive economic profit; right?	
18 A. Well, those would have been wouldn't	18 A. Are we talking I mean, in a in a	
19 necessarily have been a very subjective set of	19 theoretically perfectly competitive industry and	
20 criteria. So no, it's not the type of thing that	20 equilibrium, I suppose there could still be some	
21 would work as a criteria. Or an adjustment to a	21 that have a slight advantage over others. So there	
22 criteria.	22 can be there can be some economic profits in	
23 Q. So the answer to my question is no, that's	23 in kind of in the real world where there's	
2.50 the answer to my question is no, that s	25 in Kind of in the real world where there's	

24 competition but not perfect competition.

Q. Okay. And you would agree with me -- well,

24 not something that you considered or adjusted for;

25 correct?

64 (253 to 256)

	1 October 2, 2023
253	255
1 Q. And we've obviously covered a lot of ground	1 CERTIFICATE OF SHORTHAND REPORTER-NOTARY PUBLIC
2 in the deposition today.	2
3 Is there anything in your testimony that	3 I, Tiffany M. Pietrzyk, CSR RPR CRR, the
4 you'd like to amend or correct or clarify, or do you	4 officer before whom the foregoing deposition was
5 stand by the testimony that you gave here today?	5 taken, do hereby certify that the foregoing
6 A. Nothing I can think of right now. Just	6 transcript is a true and correct record of the
7 sometimes when you reread what you actually said,	7 testimony given; that said testimony was taken by me
8 it's not what you thought it was what you said, but	8 stenographically and thereafter reduced to
9 nothing comes to mind right now.	9 typewriting under my direction; that reading and
10 Q. Okay.	10 signing was not requested; and that I am neither
11 MS. MEHTA: Well, I thank you very much for	11 counsel for, related to, nor employed by any of the
12 your time, and I pass the witness.	12 parties to this case and have no interest, financial
13 MS. LAWRENCE: I have no questions for	13 or otherwise, in its outcome.
14 redirect. I just think it's important that we thank	14
15 Mr. Kreitzman for his time. As you know, he had a	15 IN WITNESS WHEREOF, I have hereunto set my
· · ·	
16 rough health spell, and this couldn't have been	16 hand and affixed my notarial seal this 3rd of
17 easy.	17 October, 2023.
18 MS. MEHTA: Yes. I wanted to do that. And	18
19 to thank you very much for sitting through this.	19
20 Notwithstanding, I know it's been a rough few weeks	20
21 for you, Mr. Kreitzman. Thank you so much for	21
22 taking the time to be here today.	22 Syfay m Fatoyle
23 THE WITNESS: My pleasure.	23 My commission expires:
24 MS. MEHTA: Let's go off the record.	24 February 28th, 2024
25 THE VIDEOGRAPHER: Stand by. We are this	25
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1 marks the end of the video deposition of Kevin	
2 Kreitzman. The time on the video monitor is	
3 5:00 p.m.	
4 (Off the record at 5:00 p.m.)	
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